

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**(Attorney Docket No. 14309US02)**

In the Application of:

Jeyhan Karaoguz, et al.

Serial No. 10/675,468

Filed: September 30, 2003

For: MEDIA PROCESSING SYSTEM  
SUPPORTING PERSONAL  
ADVERTISEMENT CHANNEL  
AND ADVERTISEMENT  
INSERTION INTO BROADCAST  
MEDIA

Examiner: Patrick A. Ryan

Group Art Unit: 2609

Confirmation No. 5572

***Electronically Filed on 03-JAN-2008***

**RESPONSE UNDER 37 C.F.R. § 1.111**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This paper responds to the non-final Office Action mailed October 3, 2007 ("Office Action") in the above-identified application. The Applicant respectfully requests entry of the following amendments and consideration of the following remarks.

Application № 10/675,468  
Reply to Office Action of October 3, 2007

**Amendments to the Specification** begin on page 3 of this paper.

**Amendments to the Claims** are reflected in the listing of claims, which begins on page 8 of this paper.

**Remarks/Arguments** begin on page 17 of this paper.